WHAT IS CLAIMED IS

1. A crown for a timepiece, including a head, a central portion and a lateral skirt, said head including an end face bearing a design, wherein the end face includes a substrate onto one face of which said design is applied, wherein said substrate is mounted so as to move in rotation in said head and wherein the crown further includes braking means arranged for holding said substrate in different angular orientations with respect to the head about the rotational axis of the crown.

2. A crown according to claim 1, wherein said braking means act via friction.

3. A crown according to claim 2, wherein said braking means comprises an elastic annular element.

4. A crown according to claim 3, wherein said annular element is elastic in a direction parallel to the rotational axis of the crown.

5. A crown according to claim 1, wherein said braking means are formed by an annular joint made of a compressible material.

6. A crown according to claim 1, wherein the central portion is added onto the head, wherein said central portion includes a tube fitted with a disc at one of its ends, wherein said substrate includes an annular edge and wherein said substrate is gripped axially via its edge between the disc and the head.

7. A crown according to claim 6, wherein said braking means are arranged between the disc and the substrate.

8. A crown according to claim 1 of the screw-on type.